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ABSTRACT

The purpose of this project was to inform all North Dakota vocational educators about the Educational Resources Information Center (ERIC) resources which are available to them. Several activities were conducted to publicize the ERIC system. The first of these activities was carried out at a teachers' conference where a display booth was developed and a brochure (All Aboard the ERIC Express) was distributed. In addition, information search request forms that are used to initiate requests for ERIC computerized searches were printed and distributed at the teacher conference and are being made available to all educators who may desire a computerized search. The final project activity centered around developing and disseminating a slide-tape program, ERIC and Vocational Education, throughout the state. As a result of the project, sixty-nine schools viewed the media kit following the first mailing. (The brochure and information search request form are appended.) (LRA)

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ED189294

FINAL REPORT

PROJECT TO DEVELOP A STATEWIDE PROMOTIONAL PACKAGE FOR ERIC MATERIALS FOR VOCATIONAL EDUCATION PERSONNEL

Project No. 69

Patricia Berntsen

ERIC Microtext Center
Chester Fritz Library
University of North Dakota
Grand Forks, North Dakota 58202

March 1979

in cooperation with

NORTH DAKOTA STATE BOARD FOR VOCATIONAL EDUCATION

Bismarck, North Dakota

CE 025048

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Introduction

ERIC, an acronym for Educational Resources Information Center, was founded in 1966 within the U.S. Office of Education. In 1972 it moved to the National Institute of Education. Basically, ERIC was designed to achieve bibliographic control over the literature of education. ERIC's relatively complex structure includes a small central funding/monitoring group, a network of contractors, and (currently) 16 clearinghouses responsible for dealing with information in different segments of the field of education.

The clearinghouses collect and process literature in their respective areas and pass the results of this work on to other contractors for dissemination. A central editorial and computer processing facility accepts the results of the clearinghouses' work, converts them into magnetic tape, and processes this tape to produce the monthly catalogs Resources in Education (RIE), Current Index to Journals in Education (CIJE), and Abstracts of Instructional and Research Materials in Vocational and Technical Education (AIM/ARM). Another contractor, the ERIC Document Reproduction Service (EDRS), takes the noncopyrighted material announced in RIE and AIM/ARM, converts it to microfiche, and makes it available to the public in either microfiche or photocopy form.

ERIC not only cites documents; it makes them available to users. This was decided, in the very beginning, as a necessary component of a total information service and has proved to be a wise move. EDRS places all noncopyrighted material on microfiche

or paper copies made from the microfiche. ERIC documents are available from EDRS on either a subscription or on-demand basis. Availability is regarded as so important by ERIC that one of the requirements for accession and announcement in RIE and AIM/ARM is that a document must be available from either EDRS or another specifiable source. ERIC will not announce a document for which it cannot cite availability.

Educators who have something worthwhile to say to their colleagues should regard ERIC as an unparalleled opportunity to communicate to them and are encouraged to submit their items for possible inclusion in the ERIC data bases.

Chester Fritz Library at the University of North Dakota has among its holdings the complete collection of the ERIC documents listed in the RIE and AIM/ARM catalogs. These collections currently contain over 160,000 titles and are growing at the rate of 15,000 items per year. These collections are issued on 4" x 6" microfiche. Chester Fritz Library subscribes to 66% of the 700 journals indexed in CIJE. Chester Fritz Library purchases magnetic tapes for RIE, CIJE and AIM/ARM and conducts computerized searches of these data bases using the batch mode on a weekly basis.

These data bases (RIE, CIJE, and AIM/ARM) are accessible to North Dakota educators. North Dakota vocational, elementary and secondary educators can request a search of these data bases by filling out an Information Search Request Form and sending it to the ERIC Center, Chester Fritz Library, University of North Dakota. This service is provided at no cost to the teachers through contracts with the North Dakota State Board for Vocational and Technical

Education and the North Dakota State Department of Public Instruction. The ERIC search specialists at Chester Fritz Library convert the educator's request to the appropriate computer logic and the search is processed by a computer. The educator receives a print-out containing resumes of the documents the computer has identified as being pertinent to the educator's request. A Microfiche Request Form is enclosed with each packet of resumes so that the educator can indicate which of the documents he or she would like to receive. Copies of the RIE and AIM/ARM documents are provided to the educator in microfiche format and CIJE articles are provided in photoreproduction format.

During the 1976-1977 school year, 236 North Dakota vocational, elementary and secondary educators requested searches of the ERIC data bases. This represents 2.2% of the total number of North Dakota vocational, elementary and secondary educators.

The purpose of this project was to inform all North Dakota vocational educators about the valuable ERIC resources which are available to them.

Methods

The first attempt to publicize the ERIC service was at the NDEA Teacher Conference held October 19-20, 1977, in Fargo. Exhibit space was rented at North High School, research was done (Gilmour, 1975), and a display booth was constructed (Appendix A).

A brochure All Aboard The ERIC Express was developed (Appendix B) and distributed at the NDEA Teacher Conference. The brochure was developed to advertise the service available and will

be distributed to vocational educators whenever applicable.

"Information Search Request Forms" (Appendix C) which are used to initiate requests for ERIC Computerized Searches were printed and distributed at the Teacher Conference and are being made available to all educators who may desire a computerized search.

Next, a computer search of the ERIC Data Bases was conducted to identify guidelines for producing a slide/tape program.

Many excellent, informative documents and periodical articles were identified. The following objective was formulated: To produce a slide tape presentation outlining the ERIC service as it is available to North Dakota Vocational Educators.

It was decided to attempt to accomplish this objective with a program limited to ten minutes in length. The final product "ERIC and Vocational Education" contains 33 slides and runs approximately 7 minutes in length. Multiple copies were produced and kits were assembled containing: 33 slides, 1 audio cassette, script, brochures, request forms for distribution to receivers, and a return address label.

Availability of the program was announced the beginning of May 1978 through a letter (Appendix D) which was mailed to all North Dakota Vocational Educators using a mailing list supplied by the State Board for Vocational Education.

A reply card was enclosed (Appendix E) for use by the educator in reserving use of the media kit on the date of his/her choosing.

Results and Findings

Interest in and reaction to the NDEA display was favorable. However, it was observed during the day and a half the exhibit area was open that more elementary educators than secondary and vocational tend to frequent the displays. Although this can be a good way to approach educators who happen to attend the exhibit area, it is not the most effective method to use if you have a specific audience as your target.

The brochure, All Aboard the ERIC Express, has been very well received and since the objective in its development was to create interest rather than to instruct, it appears to be accomplishing that end.

Initial response to the availability of the media kit based on the number of cards returned requesting use of the kit was favorable with the bulk of the reservations for fall 1978. Sixty-nine North Dakota schools viewed the media kit following the first mailing. A second mailing announcing the availability of the kit will be conducted during the 1978/79 school term.

Recommendations

It is the recommendation of the ERIC/Microtext Center that additional and continued efforts be made to acquaint North Dakota Vocational Educators with the extensive resources available to them through the ERIC system. Too often the response is heard after these educators finally are introduced to ERIC "If I'd only known this service was available to me before!"

Resources

Balthaser, K. & Stuelpe, H. What this country needs is a good nickel transparency. Audiovisual Instruction, September 1976, 21, 16-17.

Collart, M. E. & Wismar, B. L. Make perfect slide captions every time. Audiovisual Instruction, September 1976, 21, 13-15.

Clymer, E. W. Title slides made easy. Audio-Visual Communications, January 1975, 9, 15; 22; 31.

Francombe, A. The production of tape/slide sequences. Educational Media International, June 1974, 2, 24-31.

Fuller, J. M., ed. Designing Good Slides; An Instructive Communication. Washington, D.C., Public Health Service (DHEW), 1971. (ERIC) Document Reproduction Service No. ED 056 501)

Gilmour, F. T., comp. A Guide to Making a Display. King of Prussia, Pa., Research and Information Services for Education, 1975. (ERIC Document Reproduction Service No. ED 104 366)

Hedin, D. E. Changing the image shape of 35mm slides. Audiovisual Instruction, November 1975, 20, 40.

Hutton, D. W. & Lescohier, J. A. Making title slides. Audiovisual Instruction, Learning Resources Supplement, May 1974, 19, 4-6.

Hutton, D. W. & Lescohier, J. A. Super titles by superimposition, Part 2: Building the beam splitter. Learning Resources, December 1974, 1, 8-10.

Kalmbach, J. A. How to produce title slides in a hurry. Learning Resources, May 1975, 2, 9.

Oklahoma State Department of Education. Instructional Media Curriculum Guide; Production Techniques for Classroom Teachers (K-12). Oklahoma City, Author, 1973. (ERIC Document Reproduction Service No. ED 069 106)

Pinkava, F. M. Slide guide no. 2. Audiovisual Communications, February 1975, 9, 14-15.

Rutt, D. Titling for slide presentations. Audiovisual Instruction, Learning Resources Supplement, May 1974, 19, 2-3.

Ryan, M. Preparing a slide-tape program: a step-by-step approach, part I. Audiovisual Instruction, September 1975, 20, 36-38; 43.

Ryan, M. Preparing a slide-tape program: a step-by-step approach, part II. Audiovisual Instruction, November 1975, 20, 36-39.

Schwenk, J. The production of a slide/tape sequence. Educational Media International, 1974, 2, 3-6.

Smith, E. A. and others. Techniques for Generating Instructional Slides, Final Report. Lowry Air Force Base, Colo., Technical Training Division, Air Force Human Resources Laboratory, 1975. (ERIC Document Reproduction Service No. ED 119 612)

Townsend, I. Producing a tape-slide package--the final stages. Visual Education, April 1976, pp. 23-24.

Townsend, I. Producing a tape-slide package--the visual component. Visual Education, March 1976, pp. 23-27.

APPENDIX A NDEA Display

APPENDIX B

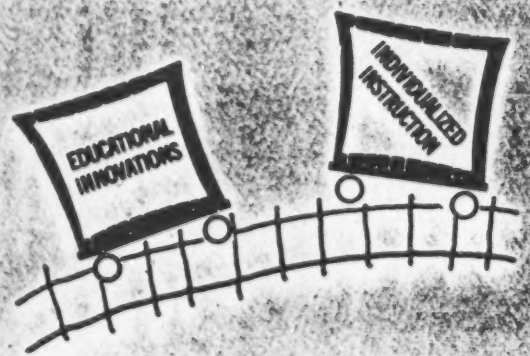
All Aboard The ERIC Express

Please submit all requests for information to:

ERIC CENTER
Chester Fritz Library
University of North Dakota
Grand Forks, N. Dak. 58202
Telephone: 777-2617

Please be as specific as possible and describe your request fully so that we can provide you with the information most relevant to your topic.

14

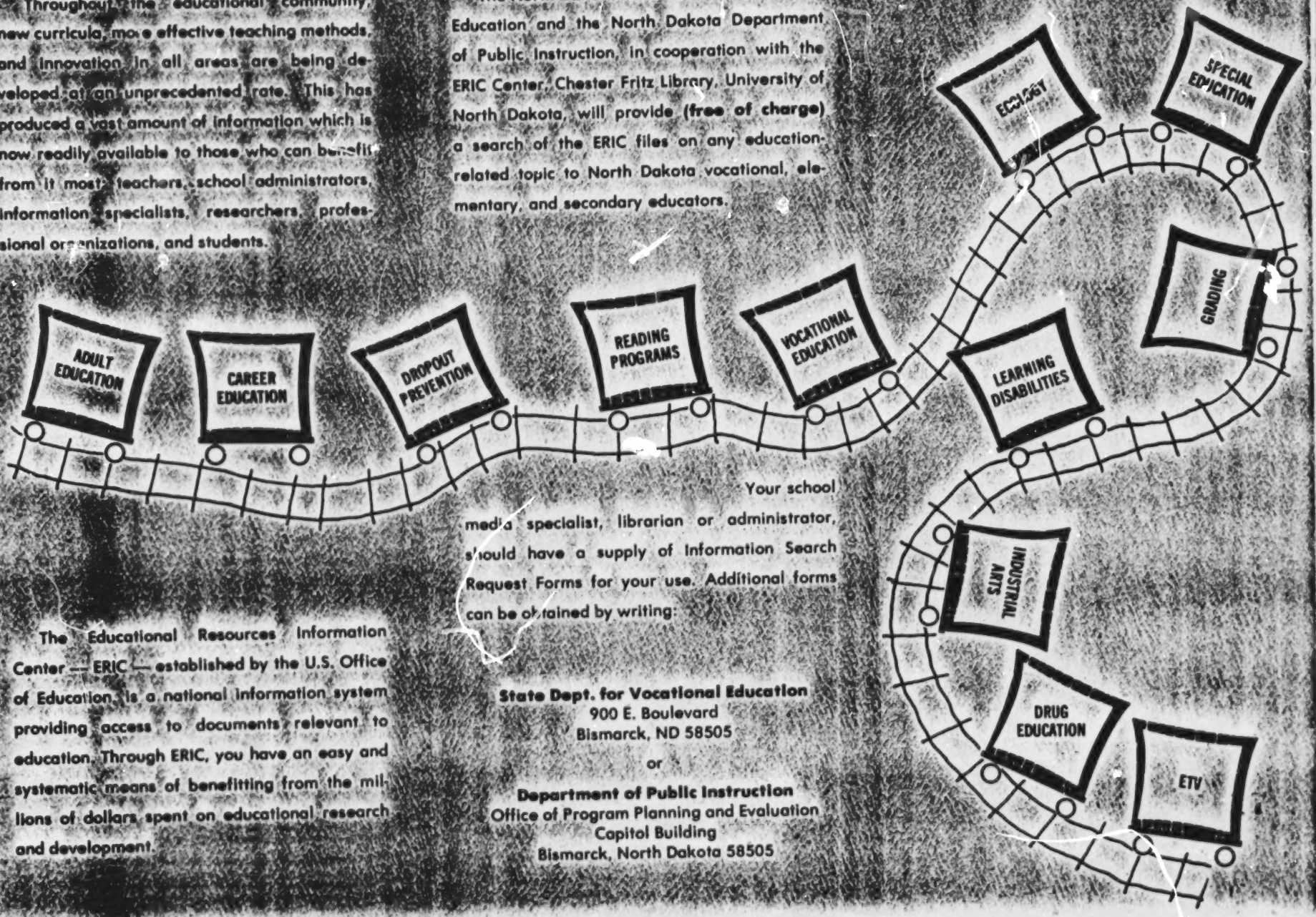


ERIC CENTER
Chester Fritz Library
University of North Dakota
Grand Forks, N. Dak. 58202
777-2617

ALL ABOARD THE ERIC EXPRESS

Throughout the educational community, new curricula, more effective teaching methods, and innovation in all areas are being developed at an unprecedented rate. This has produced a vast amount of information which is now readily available to those who can benefit from it most: teachers, school administrators, information specialists, researchers, professional organizations, and students.

The North Dakota State Board for Vocational Education and the North Dakota Department of Public Instruction, in cooperation with the ERIC Center, Chester Fritz Library, University of North Dakota, will provide **(free of charge)** a search of the ERIC files on any education-related topic to North Dakota vocational, elementary, and secondary educators.



Your school media specialist, librarian or administrator, should have a supply of Information Search Request Forms for your use. Additional forms can be obtained by writing:

State Dept. for Vocational Education
900 E. Boulevard
Bismarck, ND 58505

or

Department of Public Instruction
Office of Program Planning and Evaluation
Capitol Building
Bismarck, North Dakota 58505

The Educational Resources Information Center — ERIC — established by the U.S. Office of Education, is a national information system providing access to documents relevant to education. Through ERIC, you have an easy and systematic means of benefitting from the millions of dollars spent on educational research and development.

APPENDIX C

Information Search Request Form

ERIC Center
Chester Fritz Library
University of North Dakota
Grand Forks, North Dakota 58202
Telephone 777-2617 ext. 23

INFORMATION SEARCH REQUEST FORM

SERVING NORTH DAKOTA EDUCATORS
IN COOPERATION WITH THE
NORTH DAKOTA STATE BOARD FOR VOCATIONAL EDUCATION
AND THE
NORTH DAKOTA DEPARTMENT OF PUBLIC INSTRUCTION

PLEASE TYPE OR PRINT

Name _____ Telephone: HOME _____
SCHOOL _____

School Address _____ City _____ Zip _____

Name of School _____

Please check the position(s) you hold:

_____ Elementary Teacher
_____ Secondary Teacher
_____ Vocational Educator
_____ Administrator
_____ Other (Please Specify) _____

Which of the following levels apply to your topic? (CHECK MORE THAN ONE IF NECESSARY)

( ) Pre-Primary
( ) Kindergarten
( ) Primary (1-3)
( ) Intermediate (4-6)
( ) Elementary (1-6)
( ) Junior High
( ) Senior High
( ) Special Education
( ) Junior College
( ) College
( ) Graduate
( ) Higher Education
( ) Adults
( ) Professional
( ) No Level
( ) Other (Please Define) _____

HOW DETAILED SHOULD THIS SEARCH BE:

_____ In Depth
_____ Moderately Detailed
_____ Not Detailed

Please give a specific statement of the problem for which you desire information.

Please submit only one request per form.

_____

_____

_____

_____

PLEASE DO NOT WRITE BELOW BROKEN LINE.

Request No. _____
Date Received _____
Date Completed _____
ED _____
EJ _____
VT _____

APPENDIX D

Letter to North Dakota Vocational Educators

ERIC
and
VOCATIONAL
EDUCATION

ERIC Center
Chester Fritz Library
University of North Dakota
Grand Forks, North Dakota 58202
Telephone: 777-2617 ext. 23

North Dakota State Board
for Vocational Education
900 East Boulevard
Bismarck, North Dakota 58505

Dear North Dakota Vocational Educator:

The North Dakota State Board for Vocational Education and the University of North Dakota ERIC Center are pleased to announce the availability of a multi-media package which outlines the ERIC System.

The Educational Resources Information Center--or ERIC--is a national information system which provides access to over 300,000 educational materials. This valuable resource collection is available to every North Dakota educator.

The media kit entitled ERIC and Vocational Education outlines how you can learn about new classroom techniques and materials, find the latest information on preservice and inservice education, and keep abreast of recent developments in all areas of education.

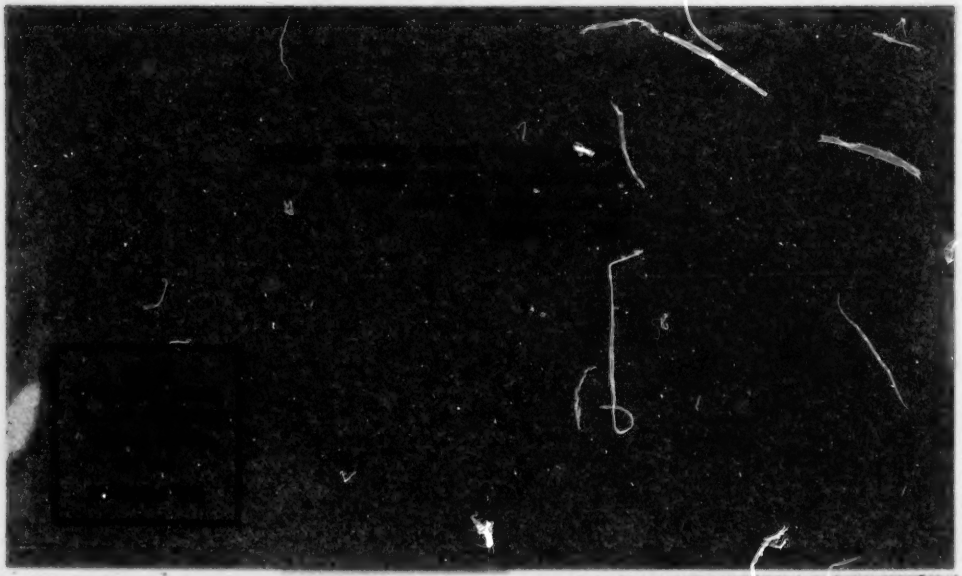
ERIC and Vocational Education is composed of slides and a cassette recording which is ten minutes in length. We would like to send this kit to you for viewing at no cost to you or your school.

Since ERIC is of value to all North Dakota educators, we would ask that you share this resource with your colleagues. An ideal way might be to make arrangements to view ERIC and Vocational Education at a school staff or teachers' meeting. Simply return the enclosed stamped, addressed card with your preference for dates. The kit will be available beginning spring 1978, during the summer for workshops, meetings, etc., and during the 1978/79 school year.

Plan now to take full advantage of this valuable resource tool and make arrangements to view ERIC and Vocational Education.

APPENDIX E

Reply Card



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Grand Forks, N.D.
58202

ERIC CENTER
Chester Fritz Library
University of North Dakota
Grand Forks, North Dakota 58202